

EVERYTHING YOU NEED TO KNOW ABOUT OUR PACKAGING



WORLD WITHOUT WASTE

THE COCA-COLA COMPANY'S PACKAGING VISION

To help collect and recycle a bottle or can for every one we sell by 2030

HOW WILL WE DO THIS IN NEW ZEALAND?

INVEST IN PACKAGING INNOVATION

Continue increasing the amount of recycled plastic in our bottles



INVEST IN OUR PLANET

Make recycling easy and more accessible across New Zealand



TODAY



100%

of our plastic bottles, aluminium cans and glass bottles are recyclable

Plus we're proud to be a signatory to the Ministry of Environment's Plastic Packaging Declaration, committing to using 100% reusable, recyclable or compostable packaging by 2025 or earlier.

OUR PACKAGING

IS LIGHTER THAN EVER

CONTAINING
12% LESS
VIRGIN PLASTIC
SINCE
2012

CONTAINS
ON AVERAGE

25%
RECYCLED
PLASTIC

in soft drink bottles
600mL and under



PARTNER

THROUGH COMMUNITY PARTNERSHIPS WE HAVE
INTRODUCED



2400 RECYCLING BINS

ACROSS THE COUNTRY

SUPPORTED

PUBLIC PLACE
RECYCLING
SCHEME



Targeting 78% public place recycling by 2020

MISSION PACIFIC, FIJI



Since 1999 Coca-Cola Amatil Fiji has invested in the Mission Pacific programme which drives positive recycling behaviour.

The public are encouraged to bring empty plastic bottles to collection centres and are paid FJ\$1 per kilo of containers.

200 tonnes of plastic bottles are recycled annually through the programme.

RETAILER RECYCLING BIN SOLUTION



Coca-Cola Amatil NZ is working on a retailer recycling bin solution to encourage more recycling while Kiwis are out and about.

The bins are made of recyclable materials.



“THE WORLD HAS A PACKAGING PROBLEM AND, LIKE ALL COMPANIES, WE HAVE A RESPONSIBILITY TO SOLVE IT.”

- James Quincey, President and CEO of The Coca-Cola Company